

## Listing of Claims

The following listing of claims is intended to supercede all previously filed listings of claims. Changes are shown with deletions in ~~striketrough~~ and additions underlined.

Kindly enter the following amendments to the claims:

**Claim 1 (currently amended).** A method implemented by a computer for ~~providing different combiningations of multiple pieces of content in a single e-mail to~~ be provided to at least one of a plurality of patrons, the method comprising:

maintaining a database identifying each of the patrons and each patron's corresponding interests;

matching the multiple pieces of content to ~~each of the a~~ patrons based on ~~each the~~ patron's individual corresponding interests;

generating by the computer ~~the an single e-mail for each of the patrons, wherein the e-mail contains the multiple pieces of content,~~ each piece of content corresponding to a distinct campaign; and

delivering the e-mail to ~~each of the~~ patrons.

**Claim 2 (original).** The method of claim 1, further comprising prioritizing the multiple pieces of content for placement in the e-mail.

**Claim 3 (original).** The method of claim 2, further comprising limiting the number of pieces of content to be provided in the e-mail.

**Claim 4 (original).** The method of claim 3, further comprising eliminating duplicate pieces of content.

**Claim 5 (original).** The method of claim 2, further comprising sorting the multiple pieces of content into defined categories.

**Claim 6 (original).** The method of claim 5, further comprising limiting the number of pieces of content to be provided within each of the defined categories.

**Claim 7 (currently amended).** A system for ~~providing different combinations of~~ multiple pieces of content ~~in a single e-mail to be provided to at least one of a~~ plurality of patrons, the system comprising:

means for maintaining a database identifying each of the patrons and each patron's corresponding interests;

means for matching the multiple pieces of content to ~~each of the~~ a patrons based on ~~each the~~ patron's individual corresponding interests;

means for generating ~~the single~~ an e-mail for ~~each of the~~ patrons, wherein the e-mail contains the multiple pieces of content, each piece of content corresponding to a distinct campaign; and

means for delivering the e-mail to ~~each of the~~ patrons.

**Claim 8 (original).** The system of claim 7, further comprising means for prioritizing the multiple pieces of content for placement in the e-mail.

**Claim 9 (original).** The system of claim 8, further comprising means for limiting the number of pieces of content to be provided in the e-mail.

**Claim 10 (original).** The system of claim 9, further comprising means for eliminating duplicate pieces of content.

**Claim 11 (original).** The system of claim 8, further comprising means for sorting the multiple pieces of content into defined categories.

**Claim 12 (original).** The system of claim 11, further comprising means for limiting the number of pieces of content to be provided within each of the defined categories.

**Claim 13 (currently amended).** A system for ~~providing~~combining multiple pieces of content in an ~~single~~ e-mail, the system comprising:

~~a plurality of patrons; and~~

a processor programmed to:

maintain a database identifying each of a plurality of ~~the~~ patrons and each patron's corresponding interests;

match the multiple pieces of content to ~~each of the~~ patrons based on ~~each~~the patron's individual corresponding interests;

generate the ~~single~~ e-mail for ~~each of the~~ patrons, wherein the e-mail contains the multiple pieces of content, each piece of content corresponding to a distinct campaign;

and

a subsystem programmed to deliver the e-mail to ~~each of the~~ patrons.

**Claim 14 (original).** The system of claim 13, the processor being further programmed to prioritize the multiple pieces of content for placement in the e-mail.

**Claim 15 (original).** The system of claim 14, the processor being further programmed to limit the number of pieces of content to be provided in the e-mail.

**Claim 16 (original).** The system of claim 15, the processor being further programmed to eliminate duplicate pieces of content.

**Claim 17 (original).** The system of claim 14, the processor being further programmed to sort the multiple pieces of content into defined categories.

**Claim 18 (original).** The system of claim 17, the processor being further programmed to limit the number of pieces of content to be provided within each of the defined categories.

**Claim 19 (currently amended).** A system for ~~providing~~combining multiple pieces of content in an ~~single~~ e-mail, the system comprising:

a content management subsystem, wherein the content management subsystem is adapted to receive content as input and is adapted to deploy the content into a first database;

a datamart subsystem, wherein the datamart subsystem is adapted to extract content from the first database and one or more other databases and is adapted to match a plurality of patrons to a single piece of content, based on each patron's corresponding interests;

a targeted e-mail application subsystem, wherein the targeted e-mail application subsystem is adapted to merge each single piece of content matched to each of the plurality of patrons, so as to provide ~~a single~~targeted e-mails, each targeted e-mail having multiple pieces of content for each of the plurality of patrons and each piece of content corresponding to a distinct campaign; and

an e-mail vendor subsystem, wherein the e-mail vendor subsystem is adapted to distribute ~~the~~a targeted e-mail to each of the plurality of patrons.

**Claim 20 (currently amended).** The system of claim 19, wherein the targeted e-mail application subsystem is further adapted to prioritize the multiple pieces of content for placement in the targeted e-mails.

**Claim 21 (currently amended).** The system of claim 20, wherein the targeted e-mail application subsystem is further adapted to limit the number of pieces of content to be provided in the targeted e-mails.

**Claim 22 (original).** The system of claim 21, wherein the targeted e-mail application subsystem is further adapted to eliminate duplicate pieces of content.

**Claim 23 (original).** The system of claim 19, wherein the targeted e-mail subsystem is further adapted to sort the multiple pieces of content into defined categories.

**Claim 24 (original).** The system of claim 23, wherein the targeted e-mail subsystem is further adapted to limit the number of pieces of content to be provided within each of the defined categories.

**Claim 25 (currently amended).** The method of claim 1, said maintaining further comprising maintaining a database identifying each of the patrons' behavior; and  
said matching further comprising matching the multiple pieces of content to ~~each of the~~ patrons based on the patron's<sup>2</sup> behavior.

**Claim 26 (currently amended).** The method of claim ~~1~~25, wherein the patrons' behavior identified includes at least one of flight behavior and website behavior.

**Claim 27 (currently amended).** The system of claim 13, the processor being further programmed to:

maintain a database identifying each of the patrons' behavior; and  
match the multiple pieces of content to ~~each of the~~ patrons based on the patron's<sup>2</sup> behavior.

**Claim 28 (previously presented).** The system of claim 19, wherein the datamart subsystem is further adapted to match a plurality of patrons to a single piece of content based on patrons' behavior.